RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #203290
H. FOURTUNIS

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

SALEM .30¢ Tear Tape product has been ordered, as well as **53** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$98.00 (7 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162309
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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APRIL DELIVERY
SALEM TEAR TAPE
H. FOURTUNIS / 203290

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	**4**
12300-24195	*Full Flavor 100*	**3**
12300-24196	*Light*	**4**
12300-24197	*Light 100*	**3**

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$4,140.21**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

APRIL DELIVERY

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WHOLESALER : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
133005	133030	130769	84 QUIK STOP	5084 ROUTE 17M	NEW HAMPTON	NY	10958	1	2	3	2	8		
133005	133030	179116	QUAKER CREEK	767 PULASKI HWY (	GOSHEN	NY	10924	2	1	2	1	6		
133005	133030	600426	A PLUS	68 BROOKSIDE AVE	CHESTER	NY	10918	7	4	6	3	20	0362-0102	
162210	162233	178194	R&B DELI	37 S MAIN ST	LIBERTY	NY	12754	3	3	3	3	12		
162210	162227	178453	JAMES' GENERAL STOR	PO BOX 346	NAPANOCH	NY	12458	1		1		2		
162210	162327	178872	VALLEY PHARMACY	ROUTE 52	PINE BUSH	NY	12566	4	3	6	4	17		
162210	162227	178902	PERINO'S DELI.	ROUTE 6	SLATE HILL	NY	10973	1	1	3	1	6		
162210		485720	WALKER VALLEY GROC	ROUTE 52 BOX 315	WALKER VALL	NY	12588	1		1		2		
162210		641280	GNP PETROLEUM INC	RT 211	MIDDLETOWN	NY	10940		2			2		
162210	162227	688667	FAIR OAKS GENERAL S	RR 8 BOX 279	MIDDLETOWN	NY	10940			1		1		
162210		704978	HARRY FOURTUNIS	261 NORTH ST	MIDDLETOWN	NY	10940	2	2	2	2	8		
162210	162233	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	12754				1	1		
162210		759736	CASPERS TWO INC.	ROUTE 209 P.O. BO	SUMMITVILLE	NY	12781	1	1	1	1	4		
162210		766926	QUICK STOP VARIETY	P.O.BOX 263 338	MONTICELLO	NY	12701		2			2		
162305	162328	754480	M&M MOBIL, INC.	1000 FLATBUSH RD	KINGSTON	NY	12401	2		3	1	6		
162307	162327	178861	DAIRY MART 632	152 NORTH ST	NEWBURGH	NY	12550	6	1	3	4	14	2757-1100	
162307	162327	178944	PETE'S MARKET	271 WASHINGTON ST	NEWBURGH	NY	12550	2	2	2	2	8		
162307	162330	178975	FARICELLAS MARKET	140 WALSH AVE	NEW WINDSOR	NY	12553	1	1	1	1	4		
162307	162327	179019	MIDDLEHOPE GEN STOR	640 ROUTE 9W	MIDDLE HOPE	NY	12550	1	1	1	1	4		
162307		179174	QUICK DELI	251 STATE ROUTE 1	NEWBURGH	NY	12550	1				1		
162307	162328	209935	ARDONIA GENERAL ST	RT 44-55	CLINTONDALE	NY	12515	1	1	1	1	4		
162307	162327	331060	NORTH PLANK MOBIL	175 N PLANK RD	NEWBURGH	NY	12550	1	1	5	2	9		
162307		336213	LATIN GROCERY	193 BROADWAY	NEWBURGH	NY	12550	2	2	2	2	8		
162307	162327	340741	A-PLUS #60027	510 BROADWAY	NEWBURGH	NY	12550	1	1	3	1	6	0362-0102	046458
162307	162327	567459	H.N. OF NEWBURGH, IN	352 BROADWAY	NEWBURGH	NY	12550	1	2			3		
162307	162327	571289	PARTY BEVERAGE, INC.	199 N PLANK RD	NEWBURGH	NY	12550	2	2	2	2	8		
162307		578991	LAHEY'S MIDWAY	264 QUASSAICK AVE	NEW WINDSOR	NY	12553	1	1	1	1	4		
162307	162328	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	12528	1	1	1	2	5		
162307	162327	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTZ	NY	12561	1	2	6	3	12		913178
162307	162327	619745	SAMUELS DISCOUNT CT	1019 RT. 17K UNIT	MONTGOMERY	NY	12549	2	2	2	2	8		
162307	162327	632155	BLUESTAR INT. ENT.	160 NORTH ST	NEWBURGH	NY	12550	2	1	2	2	7		
162307	162327	638321	ONTERIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	12550	1	2	1	1	5		
162307	162327	666444	IRELAND CORNERS	551 STATE ROUTE 2	NEW PALTZ	NY	12561	1		1		2		
162307		672417	MARKONIC'S DELI MKT	1191 RT. 9W #28	MARLBORO	NY	12542	1	1	1	1	4		
162307	162327	698921	LAKESIDE CONV DELI	RT 52_& LAKESIDE	NEWBURGH	NY	12550	1	1	1	1	4		
162307	162330	738962	B QUICK SERVICE	362 WINDSOR HWY	NEW WINDSOR	NY	12553	1	1	1	1	4		
162307	162327	767822	UNION ST.DELI&PIZZA	135 UNION ST	MONTGOMERY	NY	12549	1	1	1	1	4		
162307	162327	769211	MIDDLEHOPE DELI INC	626 ROUTE 9W	MIDDLE HOPE	NY	12550	2	2	2	2	8		
162308	162328	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSI	NY	12601	1	1	2	2	6		
162308	162329	178726	AMENIA VARIETY	ROUTE 22 & 44	AMENIA	NY	12501	1	1	1	1	4		
162308	162328	307545	9G CENCO	403 VIOLET AVE	POUGHKEEPSI	NY	12601	3	2	2	3	10		
162308	162328	440786	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSI	NY	12601	2	2	2	2	8		

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WHOLESALER : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162308		511360	FOUR STAR WHOLESALE	67 COTTAGE ST	POUGHKEEPSI	NY	12601				1	1		
162308	162328	619772	GETTY SERVICE STATI	355 MILL ST	POUGHKEEPSI	NY	12601	15	15	15	15	60		
162308	162328	669437	S&D FOOD STORE INC	250 HOCKER AVE	POUGHKEEPSI	NY	12603	1	1	1	1	4		
162308	162328	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSI	NY	12601	2	2	2	2	8		
162308	162328	760276	THREE JAY'S GULF	258 ROUTE 44	SALT POINT	NY	12578		1	1		2		
162309	162329	242620	FAIRFIELD FOOD AND	FUEL CORP.	BREWSTER	NY	10509	1	1	1	1	4		
162309	162329	365630	DAVIG CORP. D/B/A	EASY STOP	BREWSTER	NY	10509	1	1	1	1	4		
162309	162329	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1	1	1	1	4		
162309		542363	HILTON GIBSON MILLE	208 MACARTHUR AVE	NEW WINDSOR	NY	12553	4	4	4	4	16		
162309	162330	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FA	NY	10928	1	1	1	1	4		
162309	162330	745253	HARRIMAN EXXOM	2 MELODY LANE NOR	CENTRAL VAL	NY	10917	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS	53	TOTAL QUANTITY	93	84	107	88	372	
TEMPLATE TOTAL ACCOUNTS	53	TOTAL QUANTITY	93	84	107	88	372	

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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